WHAT IS CLAIMED IS:

1. A display unit comprising:

a display device;

a pseudo-tone processing means for receiving inputs of display data;

means in said pseudo-tone processing means for color-reducing each RGB component of said display data by pseudo-tone processing to produce color-reduced display data;

said pseudo-tone processing means includes means for performing color reduction so that the tone number reflects a contribution of each RGB component to brightness;

a frame memory for storing said color-reduced display data; and

a drive means for driving said display device with said color-reduced display data from said frame memory.

2. A display unit comprising:

a display device;

a pseudo-tone processing means for receiving inputs of display data;

means in said pseudo-tone processing means for color-reducing each RGB component of said display data by means of pseudo-tone processing to produce color-reduced display data;

a frame memory for storing said color-reduced display data;

a drive means for driving said display device using data derived from said color-reduced display data stored in said frame memory;

said pseudo-tone processing means including means for performing color reduction so that the tone number of bits in each RGB component after color reduction becomes G component > R component > B component.

3. A display unit as set forth in claim 1, wherein the tone number of the G component after color reduction is from about two to about 20 times the tone number of the B component.

4. A display unit as set forth in claim 2, wherein the tone number of the G component after color reduction is from about two to about 20 times the tone number of the B component.

5. A display unit as set forth in claim 1, wherein:

the tone numbers after color reduction are R component : G component : B component = 2:4:1.

6. A display unit as set forth in claim 2, wherein:

the tone numbers after color reduction are R component : G component : B component = 2:4:1.

7. A display unit as set forth in claim 1, wherein:

the tone numbers after color reduction are R component = 16, G component = 32, and B component = 8.

8. A display unit as set forth in claim 2, wherein:

the tone numbers after color reduction are R component = 16, G component = 32, and B component = 8.

9. A display unit comprising:

a display device;

a pseudo-tone processing means which receives inputs of display data;

means in said pseudo-tone processing means for color-reducing each RGB component of said display data by means of pseudo-tone processing to produce color-reduced display data;

a frame memory for storing said color-reduced display data;

a tone correction means for bit-incrementing said color-reduced display

data stored in said frame memory; and

a drive means for driving said display device using the bit-incremented display data.

10. A display method comprising the steps of:

receiving input display data;

color-reducing each RGB component of said display data by means of pseudo-tone processing to produce color-reduced display data;

storing said color-reduced display data in a frame memory;

driving a display device using data derived from said color-reduced display data stored in said frame memory;

the step of color-reducing setting a tone number of each RGB component after color reduction as G component > R component > B component.

11. A display method comprising the steps of:

receiving input display data;

color-reducing each RGB component of said display data by means of pseudo-tone processing to produce color-reduced display data;

storing said color-reduced display data in a frame memory;

driving a display device using data derived from said color-reduced display data stored in said frame memory;

the step of color-reducing includes setting tone number to reflect a contribution of each RGB component to brightness.

12. A display method as set forth in claim 10, wherein:

said tone number of said G component after color reduction is from about 2 to about 20 times said tone number of the B component.

13. A display method as set forth in claim 11, wherein:

said tone number of said G component after color reduction is from about

2 to about 20 times said tone number of the B component.

14. A display method as set forth in claim 10, wherein:

said tone numbers after color reduction are

R component : G component: B component = 2:4:1.

15. A display method as set forth in claim 11, wherein:

said tone numbers after color reduction are

R component : G component: B component = 2:4:1.

16. A display method as set forth in claim 10, wherein:

said tone numbers after color reduction are R component = 16, G component = 32, and B component = 8.

17. A display method as set forth in claim 11, wherein:

said tone numbers after color reduction are R component = 16, G component = 32, and B component = 8.

18. A display method comprising the steps of:

receiving input of display data;

color-reducing each RGB component of said display data by means of pseudo-tone processing to produce color-reduced display data;

storing said color-reduced display data in a frame memory;

bit-incrementing said display data after the step of color-reducing stored in the frame memory to produce bit-incremented display data; and

driving a display device with said bit-incremented display data.